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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/765,246	01/18/2001	Jonathan Lowther	INTL-0510-US (P10479)	8160

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EXAMINER

RAMAN, USHA

ART UNIT	PAPER NUMBER
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2623

DATE MAILED: 06/30/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/765,246

Applicant(s)

LOWTHERT ET AL.

Examiner

Usha Raman

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 April 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-28 and 30-32 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-28 and 30-32 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

Response to Arguments

1. Applicant's arguments with respect to claims 1, 11 and 21 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-28 and 30-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Picco et al. (U.S. Patent No. 6,029,045) in view of Khoo et al. (US Pre Grant Pub. 2002/0152465) and Moshfeghi et al. (US Pat. 6,076,166).

Regarding Claim 1, Picco discloses a method comprising allowing the use of content (Col. 4, Lines 51-54) on a content receiver (See Figure 4 and Col. 5, Lines 10-16), collecting information about a characteristic of the receiver (Col. 6, Lines 34-37, Col. 10, Lines 58-62 and Col. 11, Lines 9-13) and providing that information to a remove processor-based system (Col. 7, Lines 6-26). The information is used to select, from an advertising database (Co1. 6, Line 57 - Col. 7, Line 6), an advertising subset that is based on the characteristic of the receiver (Col. 7, Lines 28-32). The receiver receives the advertising subset and selectively chooses Ads from the subset for storage (Co1. 7, Lines 35-61 and Col. 8, Lines 7-16) and automatically interrupts the use of content to temporarily replace the content with an advertisement (Co1. 6, Lines 23-31 and Col. 8, Lines 19-39)

Picco teaches the step of collecting characteristic about the user preferences at the receiver and is silent about collecting information about at least one of hardware and software present on the receiver, obtaining a subset listing of advertising resources and guidelines for distributing advertising materials on the receiver, wherein the advertisements are chosen from the listing based on the characteristic of the receiver, stored on the receiver and played upon interrupting a media content in response to detecting a pause in content.

Examiner takes official notice that it was well known at the time of the invention to use avails in the form of a blank screen (i.e. detect a "pause" in content) to indicate placement for ads.

Khoo further discloses the step of a database of advertising resources generating a customized media listing of advertising resources and guidelines (i.e. customization derived from user's personal profile) for distributing advertising materials on the receiver. Khoo further teaches the step of downloading the media files indicated in the listing for subsequent presentation to the user. See abstract. Khoo therefore teaches the step of downloading only list of advertising resources and guidelines in accordance with a viewer preference, wherein only the a subset of advertisements are downloaded (i.e. captured and stored) to the receiver.

Moshfeghi discloses a method of personalization of content (customization of web pages based on user's preferences as well as user's receiver characteristics) at user end by collecting information about the hardware and software (i.e. user's computer environment) on the receiver as part of user profile information. See

Moshfeghi: column 1, lines 42-58. Moshfeghi therefore discloses the step of selectively downloading files based on a receiver's characteristic.

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Picco in view of Khoo's and Moshfeghi's teachings by obtaining a list of customized media, downloading selectively files from the customized list that match the characteristic of the receiver, and interrupt the content when a pause is detected to present the advertisement to the user. The motivation is to present advertisements that are in conformance with viewer's preferences as well as based on receiver capabilities.

Regarding Claim 2, the modified system comprises a method as stated above in Claim 1, wherein the set top box is operable to update content (see Picco: Col. 7, Lines 35-4!) by storing selected local content as stated above, including overwriting or removing selected content (see Picco: Col. 10, Line 62- Col. 11, Line 1). This reads on the claimed combining the advertising listing with subset with advertising available on the receiver.

Regarding Claim 3, the modified system comprises a method as stated above in Claim 1, wherein collecting information includes monitoring the activities of the user of the receiver (see Picco: Co1. 11, Lines 9-13).

Regarding Claim 4, the modified system comprises a method as stated above in Claim 3, wherein collecting information includes accumulating the collected data (see Picco: Co1. 11, Lines 9-13). This accumulation of user data reads on the

claimed developing a database of information about activities undertaken by the user of the receiver.

Regarding Claim 5, the modified system wherein advertisements are stored in a remote database and a subset of these ads are downloaded to user terminals for selective storage based on user profile information as stated above. This reads on the claimed selecting advertisements stored on the remote processor-based system (ads from the head-end's database) based on information about the user of the receiver (user profile). Khoo further discloses the step of receiving the subset listing of advertising resources from a database of advertising resources. See Khoo: [0031].

Regarding Claim 6, the modified system comprises discloses a method as stated above in Claim 5, wherein advertisements available on the remote processor based system are downloaded to the terminals for storage as stated above. This reads on the claimed capturing of advertisements available on the remote processor-based system. It is inherent that the user's terminal must in some way catalog the data it has stored order to manage and retrieve the data (See Picco: Col. 10, Lines 62-67). This reads on the claimed compiling a local electronic guide (catalog of files) to advertising resources by accessing (receiving and storing) advertisements available on the remote processor-based system (head-end database of advertisements).

Regarding Claim 7, the modified system comprises a method as stated above in Claim 1, wherein the advertising has associated an associated content profile,

which is compared to the user's profile for storage and playback (see Picco: Col. 7, Line 55 - Col. 8, Line 22). This reads on the claimed determining a characteristic of advertising and comparing it to information about the use of the receiver.

Regarding Claim 8, Picco discloses a method as stated above in Claim 1, wherein a user is operable to select television signals from satellite broadcasting for watching (Col. 5, Lines 10-16). The watching of satellite television signal reads on the claimed enabling a variety of content to be selected for play at any time. Khoo further discloses the step of storing a variety of content media on the content receiver to select for play at any time.

Regarding Claims 9 and 10, Picco discloses a method as stated above in Claim 1, wherein content has an expiration date (Col. 6, Lines 61-67) and a maximum number of times it may be viewed (Col. 7, Lines 1-2). This reads on the claimed controlling the number of times a user may access (i.e. view) the content that is stored on the receiver.

Regarding Claim 11, see Claim 1 above.

Regarding Claims 12-19, see Claims 8, 3-7 and 9-10 respectively.

Regarding Claim 20, Picco discloses an article as stated above in Claim 11, further storing instructions that enable to receiver to catalog the advertisements it has stored as stated above. This reads on the claimed automatically compiling a receiver- based database of advertising.

Regarding Claim 21, see Claim 1 above. It is inherent that such a computer-based terminal must nm programming in order to function. This reads on the claimed shell.

Regarding Claim 22, Picco discloses a method as stated above in Claim 21, wherein the system is a television receiver (Co1. 5, Lines 12-16).

Regarding Claims 23-28, see Claims 9-10, 8, 3-4 and 6 above, respectively.

Regarding Claim 30, see Claim 6 above.

Regarding Claim 31, see Claim 28 above.

Regarding Claim 32, see Claim 28 above. Further, it is implicit that such television-based advertising must be in one or more known languages. This reads on the claimed advertisements specialized for a particular language.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Eldering et al. (US Pat. 7,039,932) discloses the step of blank screen avails to indicate the placement of advertisements or any other substituting content. See column 7, lines 36-41.
5. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is

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filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Usha Raman whose telephone number is (571) 272-7380. The examiner can normally be reached on Mon-Fri: 9am-6pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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PRIMARY EXAMINER